

US EPA ARCHIVE DOCUMENT

EPA Disclaimer

Notice: This document has been provided as part of the U.S. Environmental Protection Agency Sustainable Materials Management Web Academy (formally RCC) Recycling and Solid Waste Management Educational Series. This document does not constitute EPA policy or guidance and should not be interpreted as providing regulatory interpretations. Inclusion within this document of trade names, company names, products, technologies and approaches does not constitute or imply endorsement or recommendation by EPA. Information contained within this document from non-EPA presenters has not been screened or verified. Therefore, EPA has not confirmed the accuracy or legal adequacy of any information provided by the non-EPA presenters and used by EPA on this web site. Finally, links to non-EPA websites are provided for the convenience of the user; reference to these sites does not imply any official EPA endorsement of the opinions, ideas, data or products presented at those locations nor does it guarantee the accuracy of the information provided.





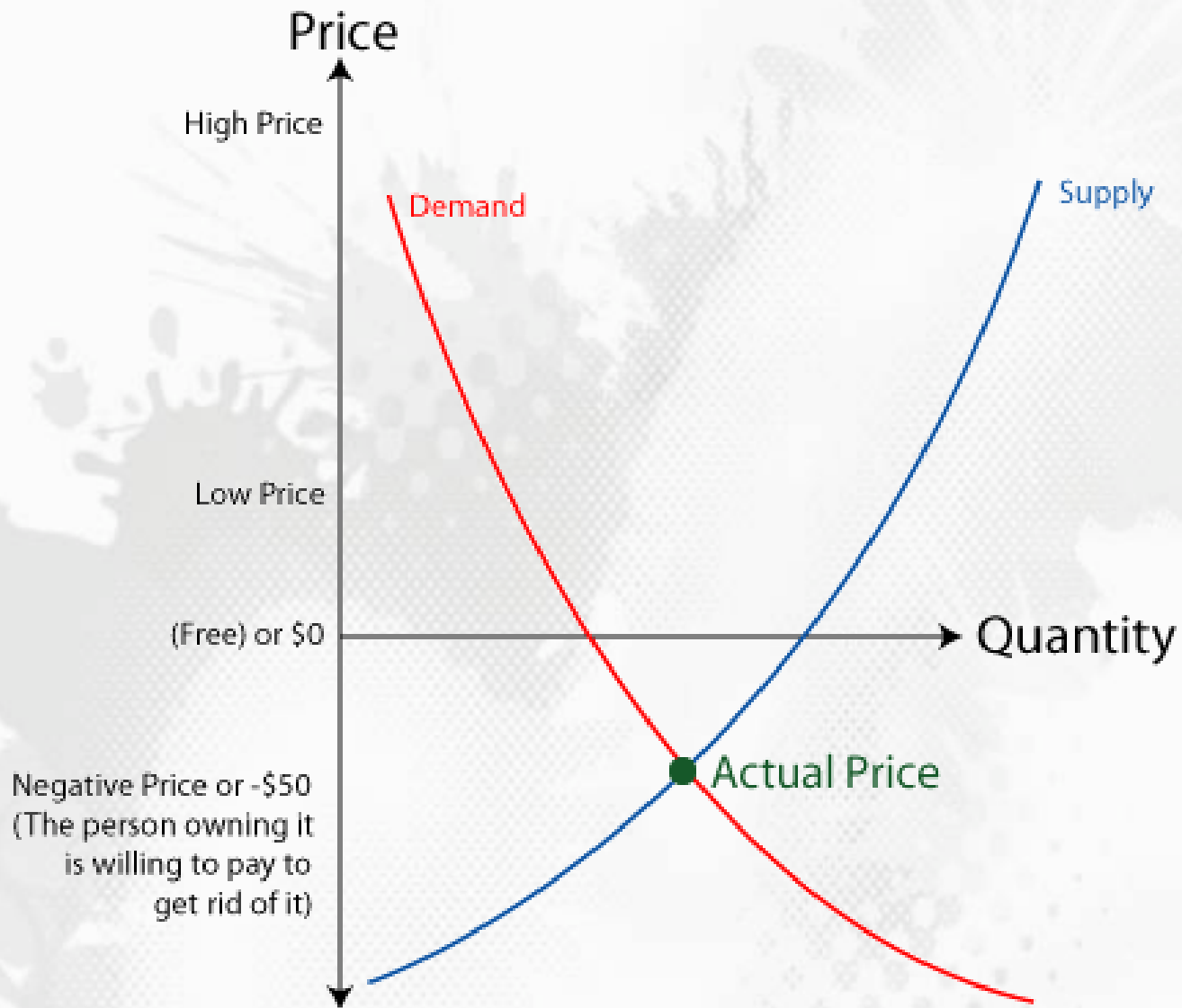
TerraCycle: From Worm Poop to Upcycling!



What is garbage?















Organic Waste



Red Worms



Worm Poop



Get a head of this: Tom Irsky thinks he's found his fortune in worm castings. And he's being doubly nice to the environment. Not only is the product organic, but he's selling it in plant food in old, plastic pop bottles.

Worm poop finds a place in Wal-Mart

Cost of Sustainable Design

Cost of Sustainable Design



0% Recycled
\$0.05 per bottle

Cost of Sustainable Design



0% Recycled
\$0.05 per bottle



30% Recycled
\$0.07 per bottle

Cost of Sustainable Design



0% Recycled
\$0.05 per bottle



30% Recycled
\$0.07 per bottle



Compostable
\$0.15 per bottle

Is there value in garbage?



Cost of Sustainable Design



0% Recycled
\$0.05 per bottle



30% Recycled
\$0.07 per bottle



Compostable
\$0.15 per bottle

Cost of Sustainable Design



Reused
\$0.02 per bottle



0% Recycled
\$0.05 per bottle



30% Recycled
\$0.07 per bottle



Compostable
\$0.15 per bottle

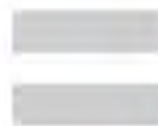
Used 20oz
bottles



Worm Poop
Liquid



End Run / over run
trigger sprayers



TerraCycle
Plant Food

ScottsTM Sues



**WORM
POOP**

The logo for 'Worm Poop' features the words 'WORM' and 'POOP' stacked vertically in a bold, yellow, bubbly font with a thick red outline. Each letter has a small white highlight, giving it a 3D, glossy appearance.

But why?



Miracle Gro® "Pour & Feed"



TerraCycle® 20oz Plant Food



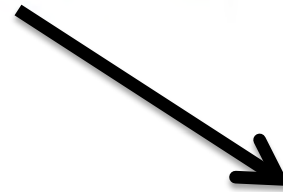
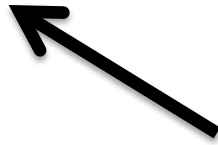
Can everything be made from waste?

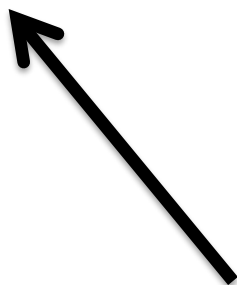




What if waste was separated?

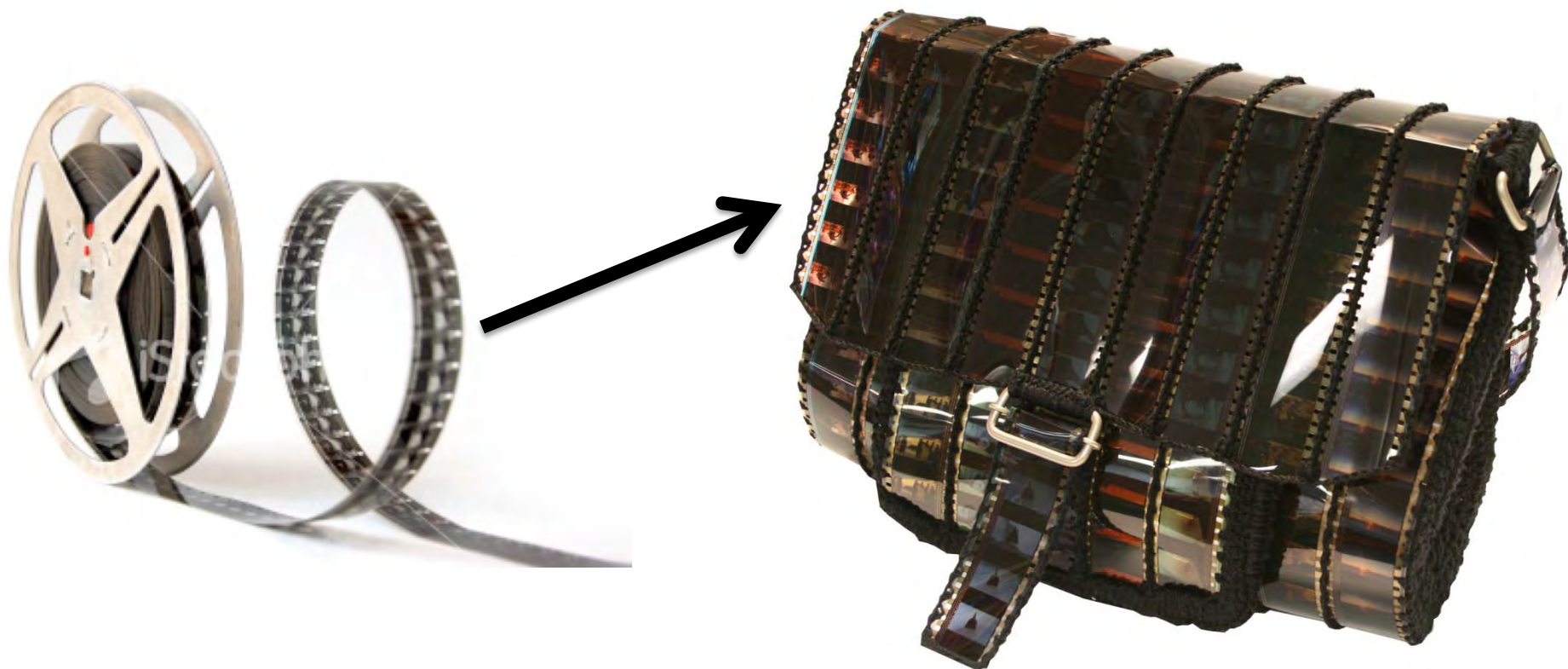


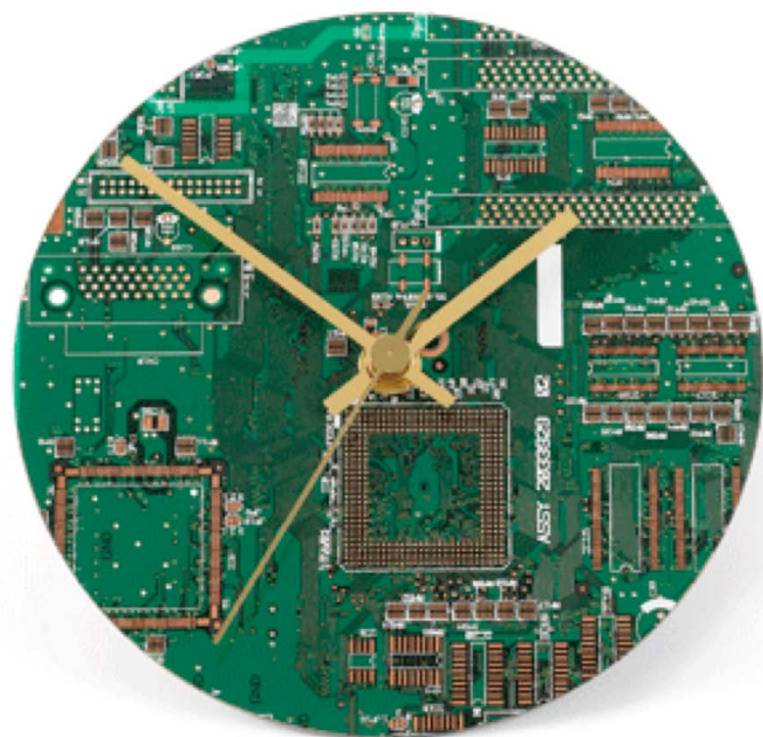












Vinyl Records



TerraCycle Waste Solutions



“Cradle to Cradle” solutions

Primary



Secondary



Tertiary



“Cradle to Cradle” solutions

Primary



Secondary



Tertiary



What if waste was separated?



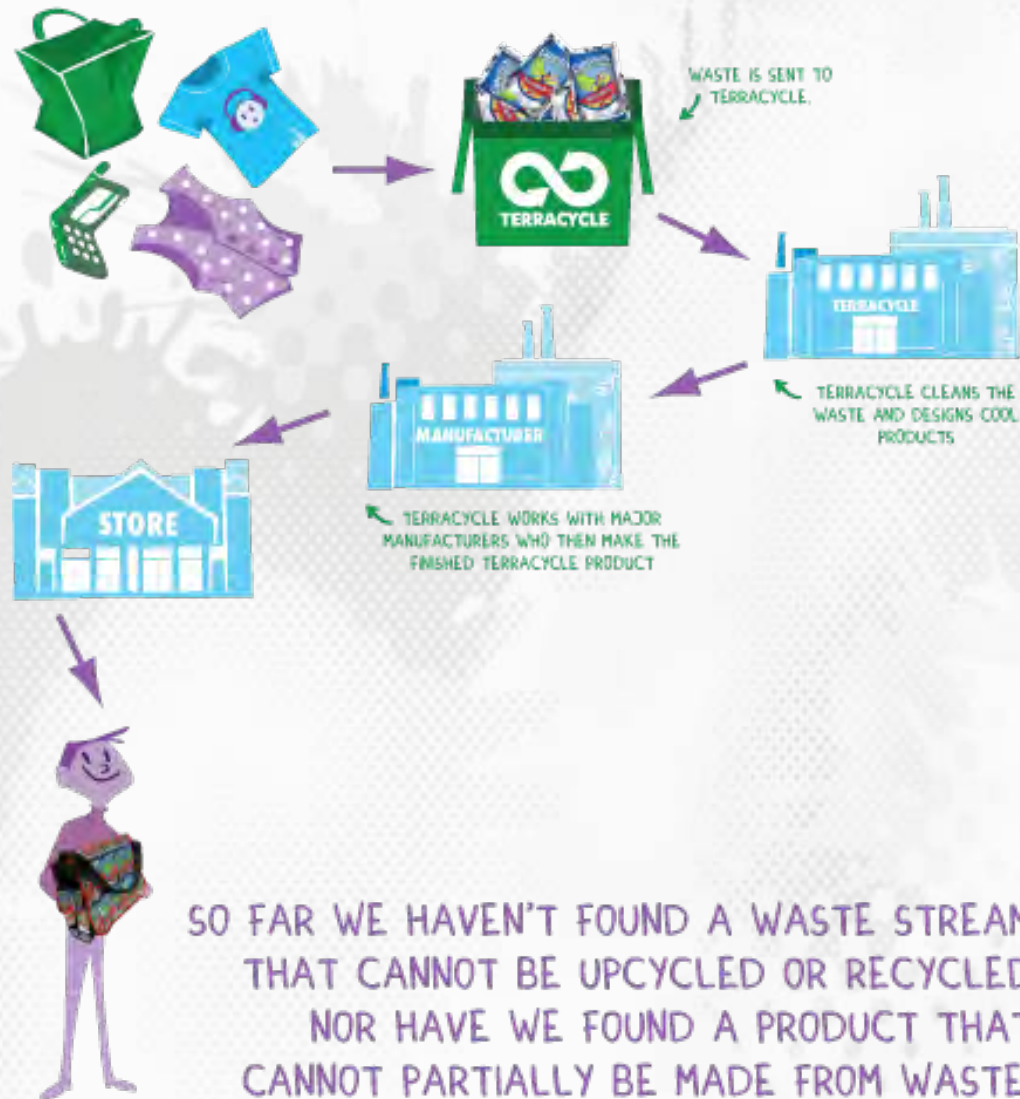
Everything can be upcycled!



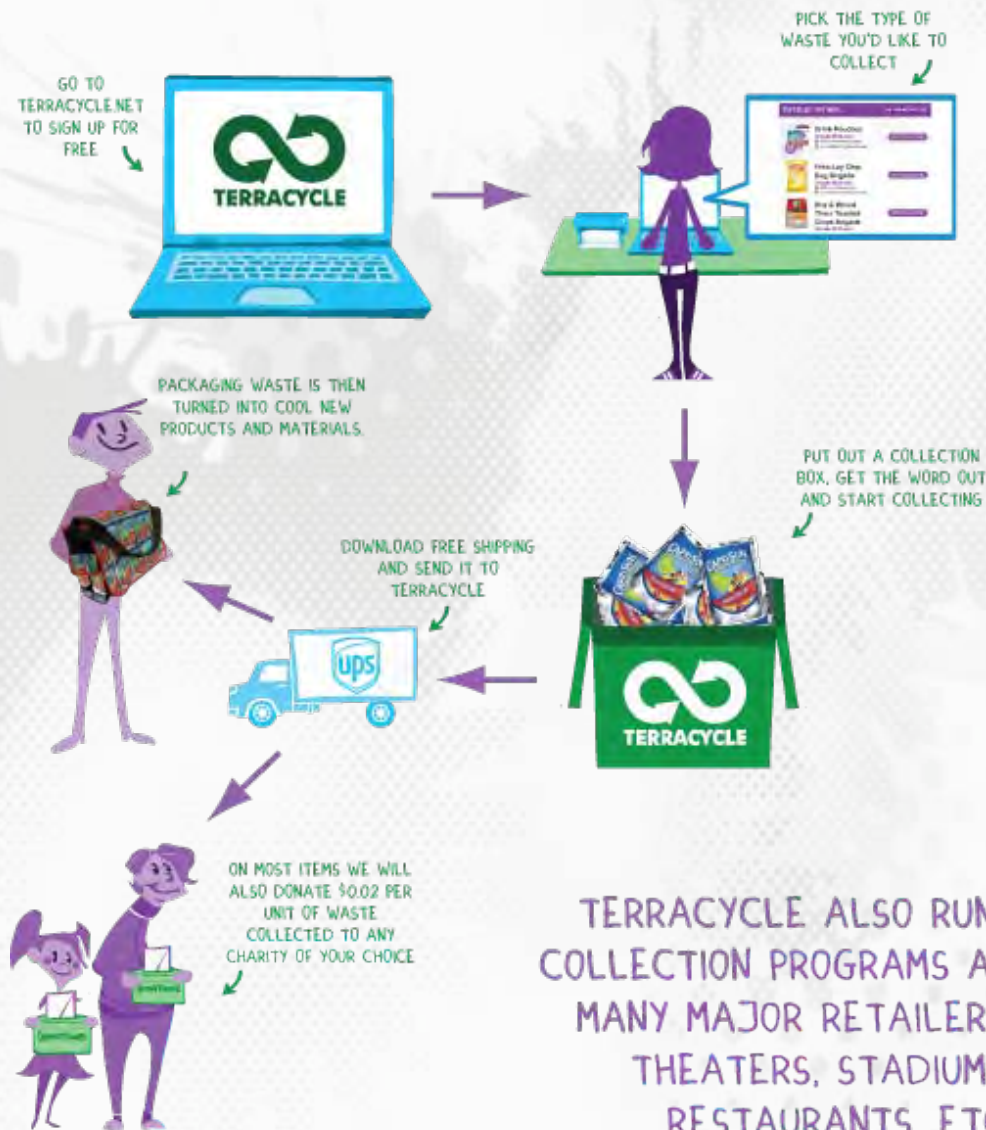
How is this done?



How TerraCycle makes Products



How Does TerraCycle Collect Waste?



Brigade Location Photos



TerraCycle is a global movement

15 million

NUMBER OF PEOPLE COLLECTING
WASTE FOR TERRACYCLE GLOBALLY.

GROWING BY HALF
A MILLION PEOPLE
EVERY MONTH

90,000

NUMBER OF COLLECTION SITES
COLLECTING WASTE FOR
TERRACYCLE GLOBALLY.

12

WE EXPECT TO
ADD 9 MORE
COUNTRIES IN 2011

COUNTRIES WHERE TERRACYCLE
OPERATES (CANADA, US, MEXICO, BRAZIL,
ARGENTINA, IRELAND, UK, FRANCE,
SWEDEN, TURKEY, ISRAEL, GERMANY)

WE PAID OVER
15,000 DIFFERENT
CHARITIES

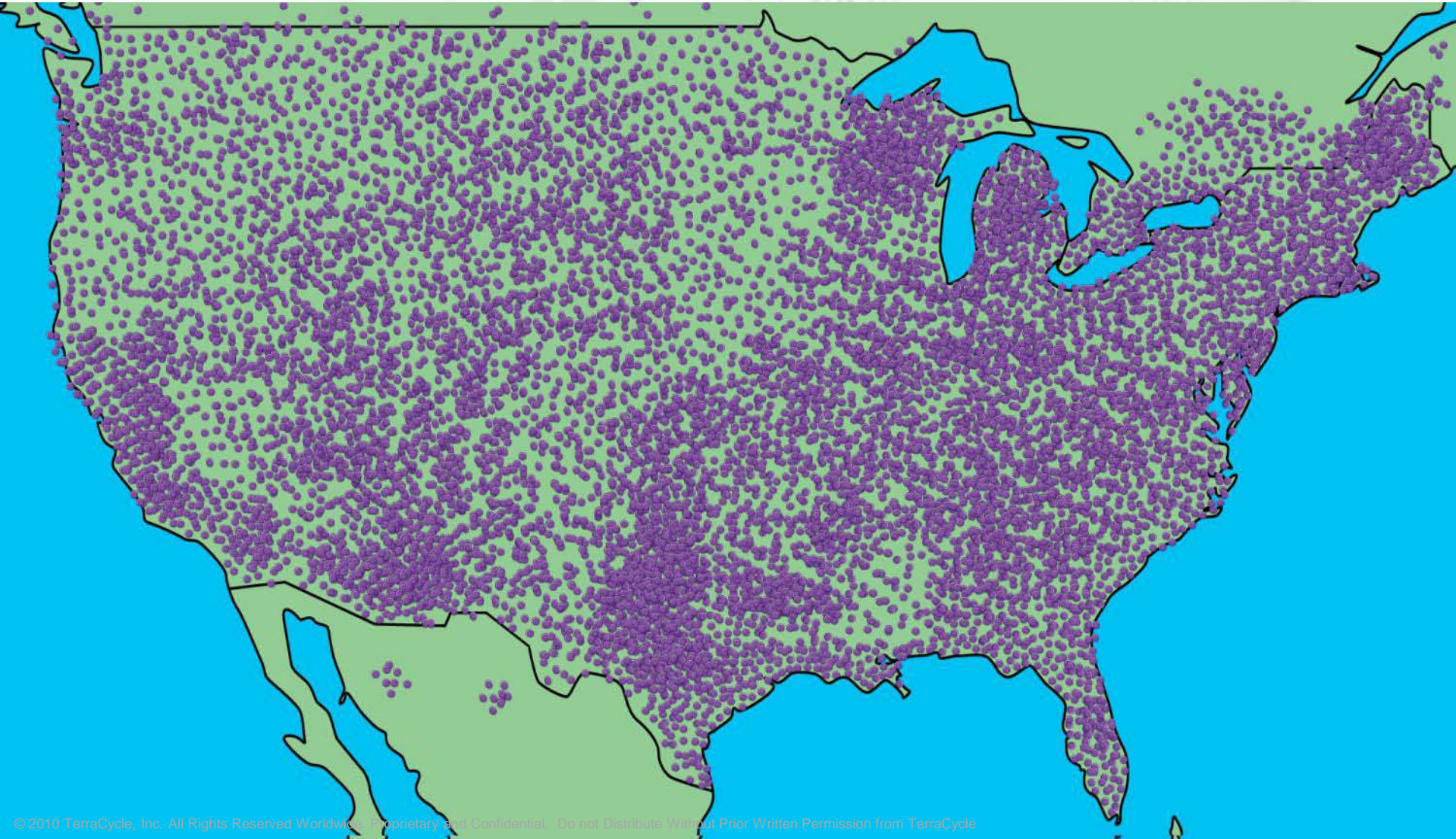
\$1.4 million

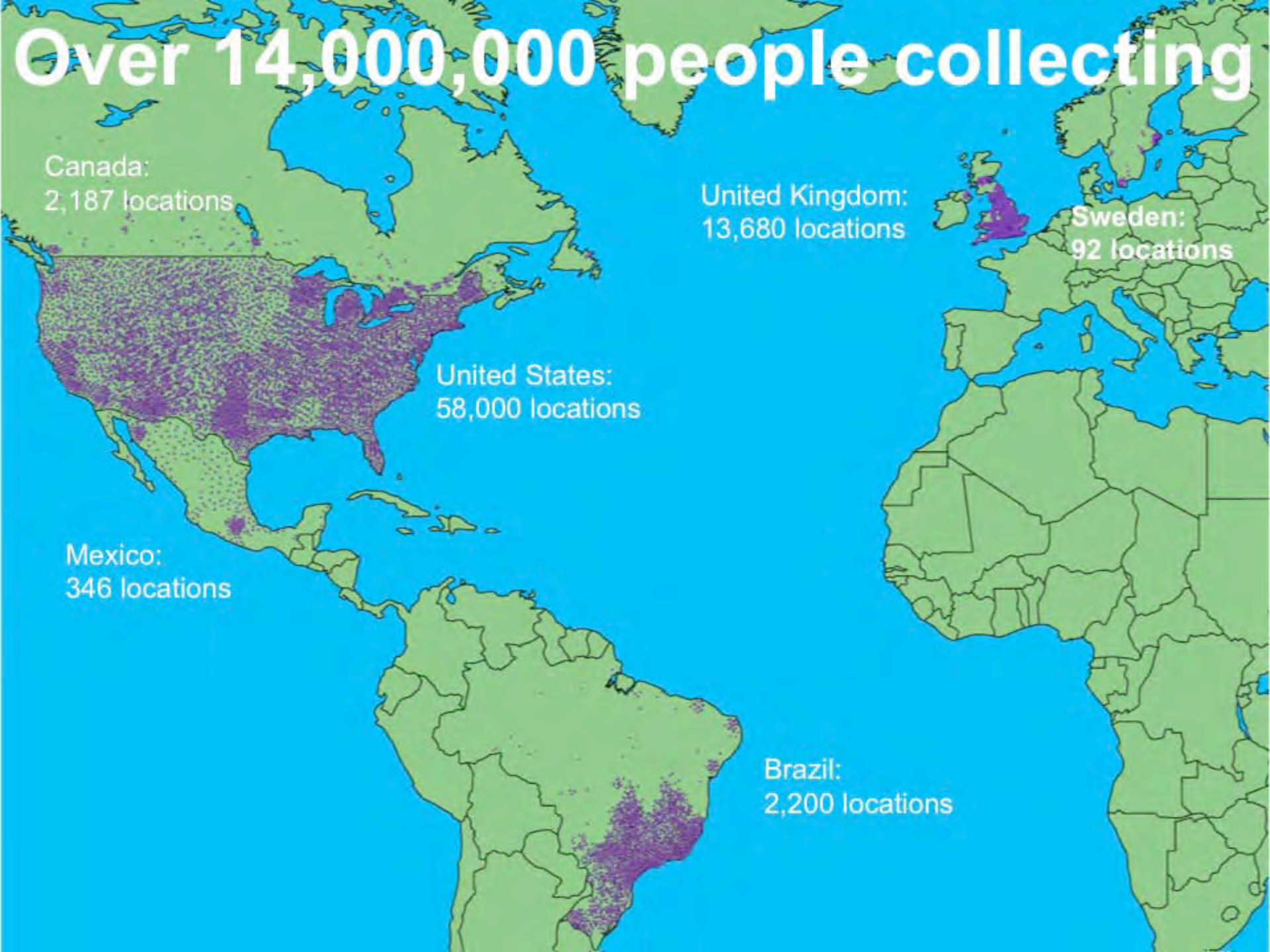
RECENT ANNUAL PAYMENT
TERRACYCLE MAKES GLOBALLY
TO VARIOUS CHARITIES FOR
WASTE COLLECTED.



TerraCycle Brigade Locations

(Each dot represents an average of 200 people collecting waste for TerraCycle)





Over 14,000,000 people collecting

Canada:
2,187 locations

United Kingdom:
13,680 locations

Sweden:
92 locations

United States:
58,000 locations

Mexico:
346 locations

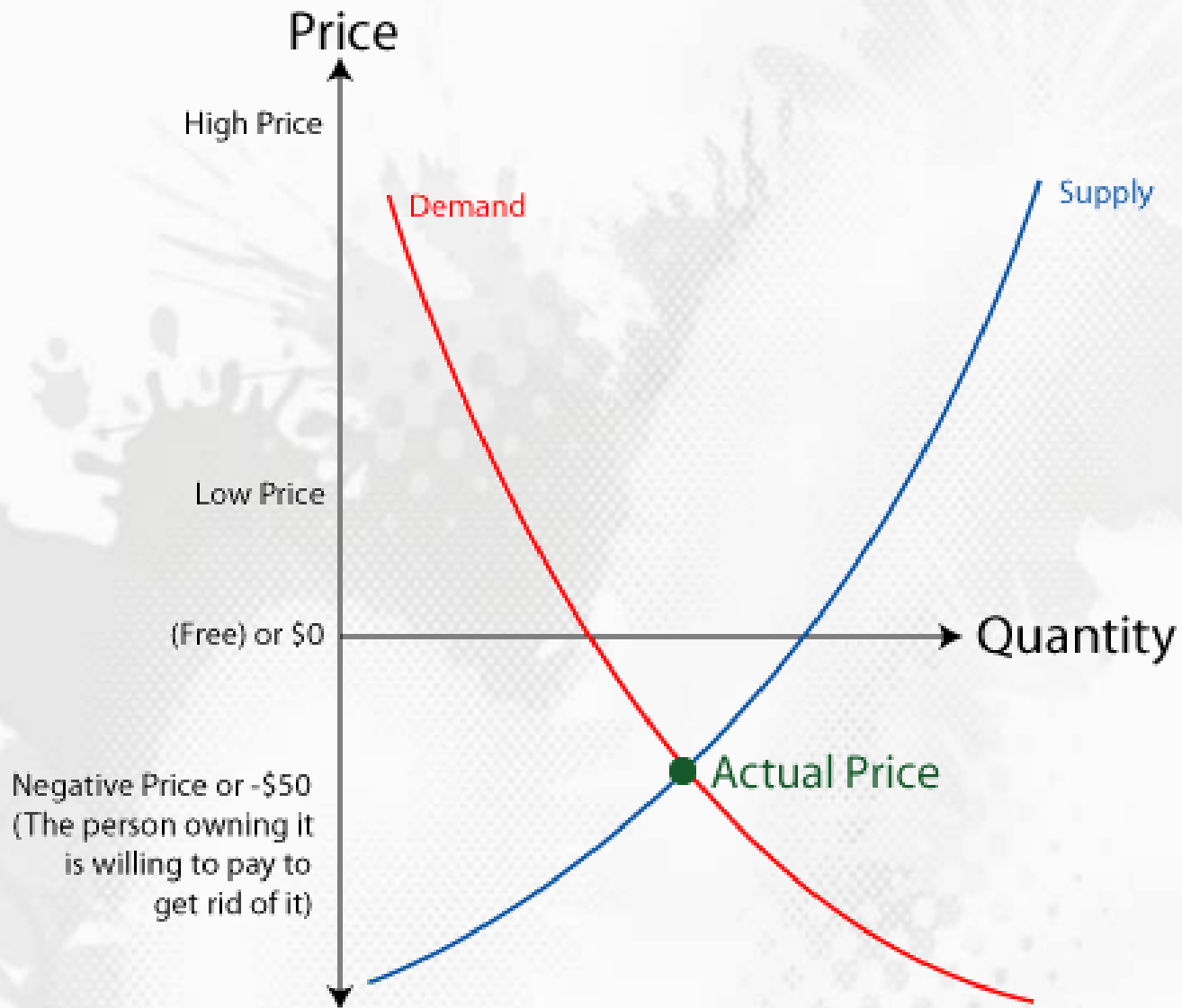
Brazil:
2,200 locations

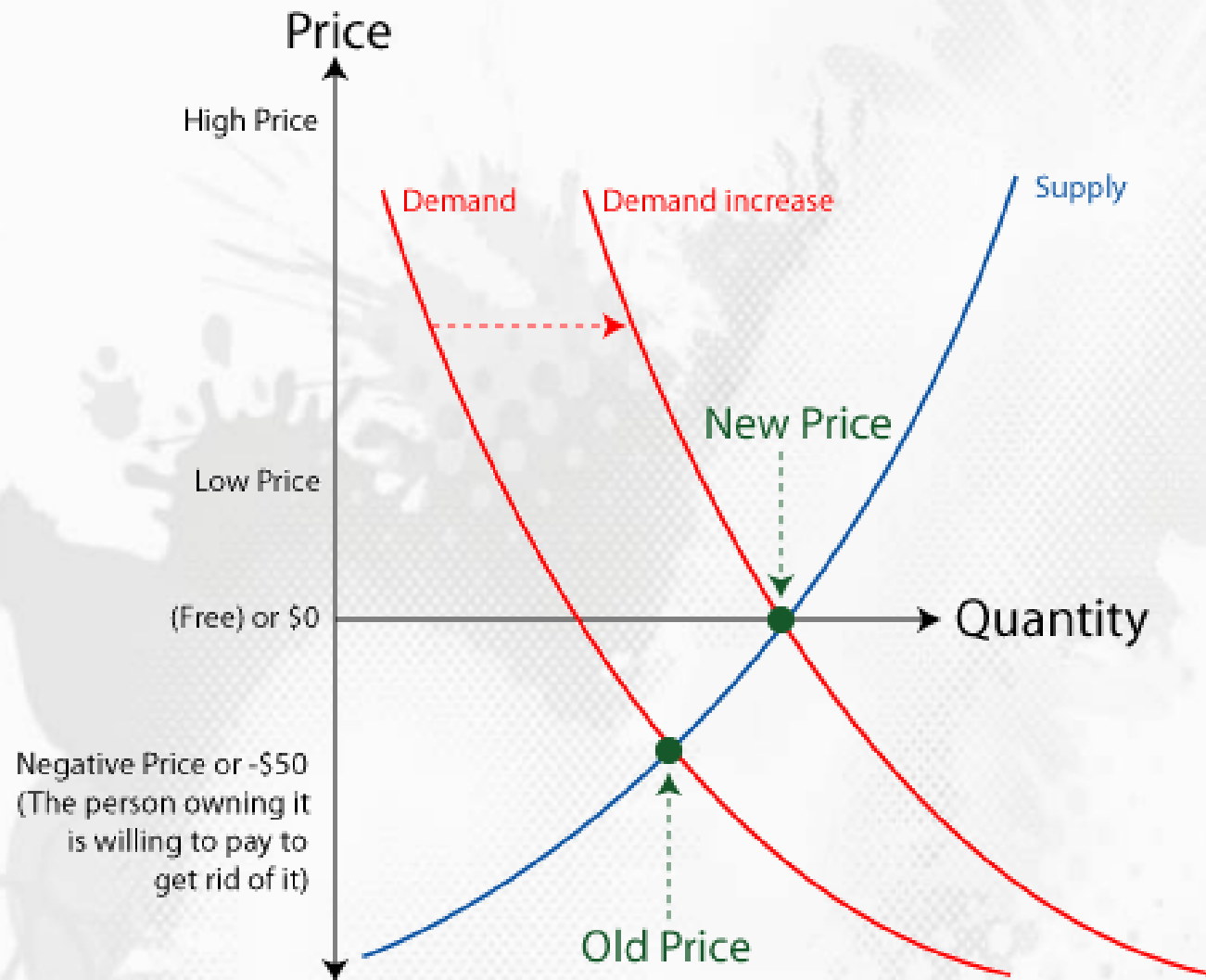
Current TerraCycle Partners



The Big Idea









TerraCycle: From Worm Poop to Upcycling!

